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# W.U. RECORD



Peter H. Zimmerman

Professors Donald Strickland (left) and David Pittman check statistics on alcohol use for their study.

## Pittman and Strickland Receive Grant For Study on Advertising and Alcohol

A \$380,000 grant for research on the effects of advertising on alcohol use in the United States has been awarded to two WU sociology faculty members, David Pittman and Donald Strickland, by the U.S. Brewers Association, Inc. The Brewers Association is a trade organization made up of the major U.S. manufacturers of malt beverages.

Pittman, chairman and professor of sociology and research director of WU's Social Science Institute (SSI),

and Strickland, assistant professor of sociology and urban studies and assistant director of SSI, are co-principal investigators of the 30-month study. James A. Wells, assistant professor of sociology, is the project's senior research associate.

The goal of the project is to assess scientifically the impact of advertising practices, particularly in the mass media, on alcohol use in the United States. Currently, Pittman said, concern has

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## WU Is Awarded Major Federal Fellowship Grant

WU has been awarded a major federal educational grant for the 1979-80 academic year.

The two-part grant totalling \$130,325 provides for the establishment of 11 graduate fellowships for minority and women students and an accompanying support program.

The amount of the grant designated for the support program at WU, \$44,525, was the largest made to any of the 107 universities and colleges in the United States participating in the program. The maximum number of fellowships awarded to any one university was 14.

The grant is funded by the Graduate and Professional Opportunity Program through Title IX of the Higher Education Act of 1965 as amended and is administered through the U.S. Program for Higher and Continuing Education. The program differs

from other federal fellowship programs in that the awards are made to universities rather than to individuals.

WU has been made one of eight regional centers for the administration of the program because of the size of its award. Other regional centers are Brown University, Stanford University, City University of New York, University of Arizona, University of Minnesota and Georgia Institute of Technology.

The fellowships were awarded for use in disciplines in which women and minorities have been historically under-represented, said Gerald W. Patton, assistant dean of the Graduate School of Arts and Sciences, who is director of the project at WU. The departments and the number of fellowships each will receive are: biological sciences, 3; chemistry, 2; mathematics, 2; physics, 2; and engineering, 2.

The fellowships pay full tuition plus a living stipend and are renewable up to four years. U.S. citizens who have earned a baccalaureate

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## Last Wednesday's Rain Was No April Shower—Caused An Estimated \$100,000 Damage on Campus

Many buildings and some roadways on campus were damaged by flooding water from the nearly five inches of rain that fell Wed., April 11. Lawrence F. O'Neill, administrator of physical facilities, gave a preliminary estimate of the total damage on campus as \$100,000.

A number of buildings received between \$1000-\$2000 worth of damage to floors, walls and ceilings, O'Neill said. Mallinckrodt Center, Givens and Bixby Halls were the buildings most extensively damaged.

The pressure of five-feet of water on the doors of the Gargoyle coffee house, located on the lower level of Mallinckrodt Center's ground floor, caused the doors to break, letting in water that had accumulated at the bottom of the outdoor amphitheatre in Bowles Plaza. About seven inches of standing

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Peter H. Zimmerman

The nearly five inches of rain that fell April 11 caused erosion along the north access road and damage to some buildings.





Lorie Miskel at work.

## Miskel's Scheduling Duties Blossom with the Spring

Spring is the busiest time for Lorie Miskel. As scheduling coordinator for space all over campus, she gets more calls in the spring than any other time.

"I can understand it," she said. "With winter over, attendance at meetings increases—and outside areas can be used."

All in all, she receives about 50 calls a week. Also, there has been an increase in calls in the last few years. "I think that's because students know about me and that I can help them schedule their events," she said.

Miskel's office is in the Women's Building. Her number, if you don't know it, is 5234.

In addition to scheduling, she is the administrator for Graham Chapel, Holmes Lounge, Umrath Hall and the Women's Building. "They come to me when the place needs cleaning up, or a light goes out or heat is needed," she said. "Once I got a call from someone who asked me to fix the chimes at Graham Chapel."

Miskel also schedules weddings at the chapel. Charge for use of the chapel is \$98 for a rehearsal and wedding and \$75 for a wedding only. Also there must be some campus affiliation—the bride, the groom or a member of their immediate family.

Outside groups who want to schedule events on campus, Miskel said, need a full-time member of the WU community to reserve the space they want.

Her application form asks for information about anticipated attendance, security, maintenance services, admission and refreshments.

"I make sure an outdoor concert is not scheduled for the Quadrangle when there is another event in Holmes Lounge," she said. "I also won't schedule a concert near Graham Chapel if there is to be a big concert at the chapel. This seems only common sense but events can be happening at the same time and the group requesting space doesn't know about them until I point it out."

She thinks there should be a current, all-school calendar on campus. Although at times it might be difficult to list all events (the day she was interviewed, 12 were scheduled), such a calendar would eliminate a great deal of scheduling confusion. "If properly coordinated, such a calendar would be a definite asset to the entire campus community," she said.

(King McElroy)

THE WU CHAPTERS OF PHI BETA KAPPA and Sigma Xi, national honorary societies, will hold a joint initiation ceremony at 7:30 p.m. Wed., April 25, in Steinberg Auditorium. William H. McNeill, Robert Milliken

Distinguished Service Professor, University of Chicago, will speak on "The Historical Imagination." Fifty-three students will be initiated into Phi Beta Kappa, 8 into Sigma Xi and 8 into both at the ceremony.

## Fellowship

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degree (or who will graduate from college this spring) are eligible to apply. Because these are "new" fellowships, Patton said, they are not available to students already enrolled in graduate school.

The institutional grant provides for a number of activities and services as part of the support program. Among them are a comprehensive summer orientation program; faculty recruitment of

students through conferences and workshops; a workshop on careers in engineering and science for minority and women students; a seminar and colloquia series with minority and women lecturers; and a faculty career-advisement program.

A director for the support program is currently being sought by a University search committee.

Students who are interested in applying for the fellowships should call Patton at Ext. 6818.

## Rain

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water in the Gargoyle was removed by WU maintenance crews, who worked throughout Wednesday night. Water also came through closed doors into the cafeteria and corridors soaking the carpets.

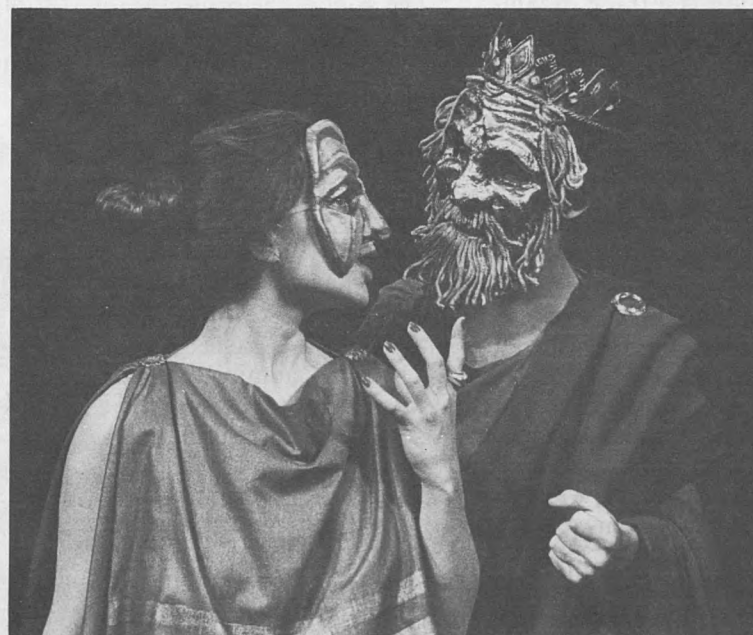
The cost of the damage to Mallinckrodt, O'Neill said, will depend on whether the carpets can be dried out and if a parquet floor in the Gargoyle will have to be replaced. He estimated repairs would cost about \$22,000 if carpeting needed replacing, and half that amount if it did not. It is not known yet, he said, whether furniture partly submerged in the water was permanently damaged.

Prince Hall and the Umrathskellar were also flooded, but the Umrathskellar opened as usual on Thursday after a cleanup.

Water in an old section of a cable caused a power outage in Bixby and Givens Halls. O'Neill said it would be early next week before permanent repairs could be made on the cable but that power was restored Saturday through the use of temporary generators. The cost of repairing the cable will probably be about \$45,000, he added.

Erosion of areas on the South-40 and on the north access road behind McMillan and Mudd Halls also resulted from flooding. O'Neill estimated that the cost of repairing the roads would be about \$15,000. Workmen will be laboring throughout the month to repair the eroded areas on the South-40.

Repair of a retaining wall that collapsed onto Millbrook Blvd. on Wednesday is the responsibility of St. Louis County.



Jessica Goldstein is cast as Antigone and R. Michael Blanco as Creon in the PAA production of Sophocle's *Antigone* to be presented at Edison April 20-22. (See Calendar)



## Advertising

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increased over alcoholism and alcohol abuse, particularly among America's teenagers. In an effort to contain and reduce alcohol abuse, government agencies are considering various policies, including further restriction of alcohol beverage advertising in the mass media. Unfortunately, Pittman said, there is at present no well-documented scientific evidence to show whether advertising does affect alcohol use.

In order to provide scientific data on this issue, the researchers will conduct a four-part study, the heart of which will be a survey of 1000 teenagers in the St. Louis metropolitan area, their drinking habits and the sociological, economic, cultural, familial as well as advertising factors influencing those habits. The point is, Strickland said, "to weigh the effect of advertising on teenage alcohol use along with the effects of such factors as family attitude and drinking practice, peer pressure, and alcohol accessibility."

The survey will be done with the aid of 15-20 interviewers whom the researchers will train. Students in selected home rooms in public and private high schools from various economic and geographic locations will be questioned in order to get a representative cross-section, Strickland said.

The researchers will conduct a general review of studies previously done on the impact of advertising, and more generally, on the impact of mass media on human behavior. Pittman, who did a preliminary study on this subject in 1978 with M. Dow Lambert, formerly adjunct assistant professor of sociology and research associate,

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SSI, said, "It is our contention from the large number of studies done on the mass media that it is highly over-emphasized as a factor in determining human behavior, whether it be voting, product purchase, or changes in attitudes which are deeply implanted by one's family or socio-cultural background."

The researchers will also review the voluntary restrictions placed on beverage alcohol advertising by the industry itself as well as mandatory controls determined by various federal regulatory agencies and the Television and Radio Code Authorities.

Because many policy-making groups believe that advertising is aimed at certain audiences and contributes to increased alcohol use by those audiences, Strickland said, the researchers will also analyze the content of beverage alcohol advertising with regard to theme, presentation of role models and message structure.

Pittman, who has written or edited six books on alcohol and drug use, has been active in local, state and national activities concerned with alcohol use for more than 20 years. Currently he is a member of the board of directors and executive committee of the National Council on Alcoholism (NCA) and is chairman of the NCA's prevention and education committee. He is also a member of the executive committee and a member of the Scientific and Professional Board of the International Council on Alcohol and Addictions, located in Lausanne, Switzerland.

\* \* \* \*

**MRIDULA A. DURBIN**, visiting assistant professor of anthropology at WU, has been elected editor of the *South Asian Linguistics Newsletter*. She participated in the First South Asian Language Analysis Roundtable held at the University of Illinois, Urbana, April 7-9, at which she chaired a session on "Passivization in South Asian Languages" and presented a paper on the relation between causative, passive, and instrumental constructions in Gujarati.



Herb Weitman

Herb Weitman

Original fashions designed by WU School of Fine Arts students will be on view at the annual spring fashion show Thurs., April 26. There will be a 6 p.m. viewing (\$3) and an 8 p.m. viewing and reception, sponsored by the WU Women's Society (\$7). Professional model Terry Foster (left) wears a pearly, shell-colored chintz raincoat by junior Kay Selle. Junior Laurel Fredrickson shows the quilted back of a jacket, part of a three piece junior-sports ensemble, designed by senior Sandy Gutin. For reservations, call Ext. 5295.

### Victorian Association To Meet at WU April 20-21

Between 75 and 100 delegates are expected to attend the third annual meeting of the Midwest Victorian Studies Association to be held at WU Friday and Saturday, April 20 and 21. The first day's session will convene in Steinberg Hall auditorium; the second day's program will take place at Wohl Center.

Two members of the WU faculty will be featured speakers. Richard W. Davis, professor of history, will talk on "Disraeli the Politician" at the Friday afternoon session beginning at 2 p.m. Abraham Gilam, part-time lecturer in history, will speak on "Anglo-Jewish Attitudes Toward Benjamin Disraeli during the Era of Emancipation" at the Saturday morning session which begins at 9 a.m.

Others on the program will include: Walter Arnstein, an eminent authority on Victorian social and political history, who is professor and former chairman of the history department at University of Illinois at Champaign-Urbana; and Robert O'Kell; associate professor of English at the University of Manitoba, Winnipeg, Canada.

The \$15 registration fee (\$8 for graduate students) includes admission to all sessions, a wine and cheese reception, coffee break and luncheon.

**THE FOURTH ANNUAL SPRING STAFF DAY**, which will be held Mon., May 21, will begin with a free lunch at 12 noon in Bowles Plaza. Tickets for the lunch must be requested from the Personnel Office, Box 1184, by Mon., May 7. At 12:45 p.m., service and attendance awards will be presented. Following the awards, there will be various team and table games and the staff talent show. Also, from 12 noon in Bowles Plaza (Schoenberg Gallery, Mallin-

ckrodt, lower level, in case of rain) there will be a display of arts and crafts by staff members. Those who would like to participate in the display should call Ann Duncan at Ext. 6344.

**WILLIAM MATHESON**, professor of comparative literature, will participate in the panel on *Kamo no Chōmei* with five other WU faculty members at the 189th annual meeting of the American Oriental Society April 26.



# Calendar

## April 20-26

FRIDAY, APRIL 20

**1 p.m. Morris Wortman Memorial Institute of George Warren Brown School of Social Work Workshop,** "Family Therapy: Systems and Strategies," Peggy Papp, senior training supervisor, Ackerman Family Institute, New York, and Philadelphia Child Guidance Clinic. Brown Hall. Registration closed.

**2:30 p.m. Third Annual Meeting of the Midwest Victorian Studies Association.** Registration fee \$15, \$8 for graduate students. Registration begins at 1:30 p.m. in Steinberg Aud.

**6 p.m. Thurtene Carnival.** Among the carnival's attractions will be fireworks (Saturday evening), jazz performances, skits, food, booths, rides and games. Mayor Joseph Mooney of University City and Chancellor William H. Danforth will preside at opening ceremonies. Until 12 midnight on Fri.; 12 noon to midnight on Sat., April 21. In the event of rain on Fri. or Sat., the carnival will continue on Sun., April 22. WU Parking Lot, Big Bend and Forsyth Blvds.

SATURDAY, APRIL 21

**9 a.m. School of Dental Medicine Two-Day Continuing Education Course for Dentists,** "Occlusion and Practice Management," Dr. Carl E. Rieder, clinical prof. of advanced education in prosthodontics, U. of Southern Calif. School of Dentistry. WU School of Dental Medicine, 4559 Scott. To register, call 454-0387. MONDAY, APRIL 23

**10 a.m. Division of Biology and Biomedical Sciences All-Day Symposium,** "MHC-Linked Restriction on Cell Mediated Cytotoxicity." Four papers will be presented. Erlanger Auditorium. 4570 McKinley.

**10:30 a.m. Black Studies Program Faculty Seminar,** "Science and Technology in Africa," Robert C. Johnson, WU asst. prof. of black studies. 349 McMillan.

**12 noon. Biomedical Engineering Seminar,** "Computer-Aided Drug Design," Garland Marshall, WU prof. of physiology and biophysics. 199 Cupples I.

**12 noon. Department of Psychology Colloquium,** "Behavioral Treatment of Plasma Lipids," John Foreyt, asst. prof., Depts. of Medicine and Psychiatry, Baylor College of Medicine. 115 Eads.

**4 p.m. Department of Biology Seminar,** "Developmental Studies of the Red Alga *Bangia*,"

H. Wayne Nichols, WU assoc. prof. of biology. 322 Rebstock.

TUESDAY, APRIL 24

**9:30 a.m. 189th Annual Meeting of the American Oriental Society.** Scholars will present over 150 papers. Chase-Park Plaza Hotel, Kingshighway and Lindell Blvds. Registration will be held on the Chase Mezzanine, April 23, 7-9 p.m.; April 24, 9:30-11:30 a.m., and April 25, 2-4 p.m. Registration fee \$10.

**12 noon. Department of Genetics Seminar,** "Investigation of the Hybrid Histoincompatibility Phenomenon by T Cell-Mediated Lympholysis," Dr. Gene Shearer, National Institutes of Health. 509 Micro Library.

**12:30 p.m. Students on Security Rally.** Speakers will discuss violence against women, how it can be prevented and what legal rights exist to protect victims. Bowles Plaza.

**2 p.m. American Oriental Society and Department of Chinese and Japanese Slide Lecture,** "Archaeology as History." Seven scholars will speak on recent archaeological developments in the Middle East, Pakistan and India. Edison Theatre.

**8 p.m. Department of English Reading** with author Hortense Calisher, Visiting Hurst Professor. Hurst Lounge, Duncker Hall.

**8 p.m. Center for Archaeometry Seminar,** "Musical Instrument Restoration at the Smithsonian Institution," Scott Odell, chief conservator, Division of Conservation, Smithsonian Institution. 241 Compton.

**8:30 p.m. School of Architecture Lecture,** "Japanese Spatial Conceptions," Ching-Yu Chang, prof. of architecture, U. of Pittsburgh. Steinberg Aud.

WEDNESDAY, APRIL 25

**11 a.m. Assembly Series Lecture,** "The History of Disease," William McNeill, prof. of history, U. of Chicago. Graham Chapel. Cosponsored by Phi Beta Kappa and Sigma Xi honoraries.

THURSDAY, APRIL 26

**12 noon. Very Interesting Women Series,** with Gwendolyn Stephenson, director, Special Educational Services, and coordinator, Office of Student Services. Women's Bldg. Lounge.

**3:30 p.m. Center for the Study of American Business Public Choice Workshop,** "The Uncertain Search for Bureaucratic Reform," Peter Aranson, U. of Miami. 300 Eliot.

**4 p.m. Division of Biology and Biomedical Sciences Seminar,** "Visual Areas of the Macaque Cerebral Cortex," Dr. David Van Essen, division of biology, Calif. Tech., Pasadena. 928 McDonnell, 4570 McKinley.

**4:30 p.m. Department of Mathematics Colloquium,** "Positive Definite Functions on Free Groups," Alessandro Figatelman, visiting prof. of mathematics from the U. of Rome, Italy, at the U. of Maryland. 199 Cupples I.

## Performing Arts

FRIDAY, APRIL 20

**8 p.m. Performing Arts Area Dance Concert,** "Dances My Mother Never Taught Me," original dances by Anne Sahl and Stuart Pimsler, guest artists in dance, WU. Mallinckrodt Center Dance Studio. Admission \$2; \$1.50 for students. Tickets available at the door. (Also Sat., April 21, and Sun., April 22, 8 p.m., Dance Studio.)

**8 p.m. Performing Arts Area Production, Antigone,** by Sophocles. Richard Palmer, assoc. prof. of drama, will direct an all-student cast. Edison Theatre. Admission \$3; \$2 for the WU community and all students. Tickets available at Edison Theatre Box Office. (Also Sat., April 21, 8 p.m., and Sun., April 22, 2:30 p.m., in Edison.)

WEDNESDAY, APRIL 25

**9 p.m. American Oriental Society Dance Performance.** A renowned troupe of Indian singers, dancers and musicians will perform classical Indian dance drama. Starlight Roof, Chase Park Plaza Hotel, Kingshighway and Lindell Blvds. Admission \$3 at the door.

## Exhibitions

**"The Arts of Japan,"** an exhibit of books from the WU Libraries' collections illustrating Japanese painting, architecture, sculpture and performing arts. Rare Books Dept. Olin Library, level five. 8:30 a.m.-5 p.m., Mon.-Fri. April 24 through July 31.

**"Victorian Illustrated Books,"** an exhibit showing the development of book illustrations in the 19th century. Rare Book Department, Olin Library. 8:30 a.m.-5 p.m., Mon.-Fri. Through April 23.

**"School of Fine Arts Master of Fine Arts Thesis Exhibition."** WU Gallery of Art, Steinberg Hall. 9 a.m.-5 p.m., Mon.-Fri., 1-5 p.m., Sat., Sun. Through April 30.

## Music

FRIDAY, APRIL 20

**8 p.m. Department of Music Faculty Recital,** Nicholas McGegan, visiting artist-in-residence, soloist. McGegan will perform on Baroque flute and fortepiano. Graham Chapel.

SUNDAY, APRIL 22

**4 p.m. Department of Music Graduate Organ Recital,** with Allison Nalesnik, soloist. Second Presbyterian Church, Taylor and Westminster.

**8 p.m. Department of Music Graduate Composition Recital.** Works by Kim Portnoy will be performed. (Cancelled)

MONDAY, APRIL 23

**4 p.m. Department of Music Student Recital** with performances by various students. Graham Chapel.

WEDNESDAY, APRIL 25

**8 p.m. WU Collegium Musicum Concert,** Nicholas McGegan, director. The program will include excerpts from Henry Purcell's "The Faerie Queen." Graham Chapel.

## Films

FRIDAY, APRIL 20

**7:30 and 10:45 p.m. WU Filmboard Double Feature,** "Everything You Always Wanted to Know About Sex, But Were Afraid to Ask" and "Sleeper" (9 p.m. and 12:15 a.m.) Brown. \$1.50 for either or both films. (Also Sat., April 21, same times, Brown; and Sun., April 22, 8 and 9:30 p.m., Wohl Center.)

MONDAY, APRIL 23

**7:30 and 9:30 p.m. WU Filmboard Series,** "The Sunshine Boys." Brown. \$1.50. (Also Tues., April 24, same times, Brown.)

WEDNESDAY, APRIL 25

**7:30 and 9:15 p.m. WU Filmboard Series,** "That Obscure Object of Desire." Brown. \$1.50. (Also Thurs., April 26, same times, Brown.)

## Sports

**Men's Tennis: Sat., April 21,** 1 p.m., WU vs. Principia; **Tues., April 24,** 3:30 p.m., WU vs. St. Louis U.; **Wed., April 25,** 3 p.m., WU vs. Southeast Mo. All at WU tennis courts.

**Baseball: Fri., April 20,** 3:30 p.m., WU vs. Mo. Baptist; **Sat., April 21,** 1 p.m., doubleheader, WU vs. Harris Stowe. All at Utz Field.

**Men's Track: Mon., April 23,** 4 p.m., WU vs. SIUE and U. of Mo., Rolla. Francis Field.